

# Torrance . . . A City of Progress!

## HALVERSON-LEAVELL FUNERAL DIRECTORS OFFER PERSONALIZED FUNERAL SERVICES

The services of a funeral director are not often required, but when his expert advice is needed the demands upon that service are exacting. He must be able to draw upon knowledge gained by years of experience and to depend upon skill acquired by thorough training in order that his usefulness to a bereaved relative may be adequate and efficient. Such dependable funeral directors are rewarded in their knowledge of a work well done, and they enjoy a quiet satisfaction in the gratitude of the families they have served.

Such is the case with director Henry R. Halverson and manager Robert E. Williams, both of whom enjoy a splendid reputation fostered by their rigid adherence to a policy of public service. Halverson-Leavell Mortuary enjoys a remarkable success due to their policy of rendering an honest service at a fair price regardless of religious creed or fraternal order. Messrs. Halverson and Williams are both favorably well known as business leaders and in private life. Mr. Halverson is of the old pioneer Halverson family while Mr. Williams has been a Torrance citizen for the past six years.

Halverson-Leavell Mortuary has two locations to conveniently serve the residents of this area. At either the chapel at 1223 Cravens in Torrance or the San Pedro location at 576 West 6th Street, the bereaved family may pay their final respects and say the last mundane goodbye to a loved one. It is a dignified memory of parting with which one leaves either chapel that makes services so memorable, and each has an almost ethereal quality that lends a perfect setting for the services conducted therein.

Halverson-Leavell Mortuary deserves commendation as an intensely human organization which takes the problems of its friends to heart and offers warm compassion, understanding and experience as an aid in their solution.

## VANDERVERT SERVICE AMONG TOP RICHFIELD STATIONS IN TORRANCE

At the busy intersection of Carson and Figueroa in Torrance is Vandervert Richfield Service, focal point for many motorists of the area who insist that nothing but Richfield products go into their automobiles. T. Vandervert has set a high volume of sales with Richfield products and bases service to his customers on courtesy, efficiency and guaranteed workmanship.

Augmenting the Vandervert Richfield Service are motor tuneups, brake relining and wheel aligning and balancing. The Vandervert Station is open 24 hours a day and offers free pick-up and delivery so that the car may be serviced at a period when its use is not required. These facilities are available for all motor work as well as lubrications and oil changes. Tires and batteries and other auto accessories are available at the station.

No sooner does the motorist pull into the Vandervert Richfield Service Station than he is greeted with a smile and in a friendly helpful way has his motoring needs attended to. This policy, aimed at complete customer satisfaction, is to a large degree responsible for the unusual success of Vandervert Service Station and promises to see the gallonage continue its increase.

## FLOYD'S CONSTRUCTION CO. NOTED FOR HOME ADDITIONS, BLOCK WALLS AND REMODELING

The Torrance area can boast of a top-flight contractor in Floyd V. Miller whose Floyd's Construction Company has set records in customer satisfaction for home remodeling and additions. Floyd's Construction Company has been serving Torrance since 1950 and during this period has been responsible for many remarkable changes in kitchen and bathroom remodeling as well as the addition of family rooms, bedrooms and garages. Beautiful block walls, retaining walls and custom built fireplaces are also a specialty of Floyd's Construction Company.

Floyd V. Miller is an outstanding building contractor who offers complete planning service on all the projects under consideration and is available for free estimates and advice at FAirfax 8-1406. A telephone call to this number is the homeowner's surest security of dealing with a contractor whose reputation for knowledge and dependability is unblemishingly matched with his record of completed work projects.

## INSURANCE NEEDS EXPERTLY FILLED BY JAMES POST CO.

One of the more progressive and better informed insurance brokers serving Torrance and the surrounding area is James Post Insurance Company, located at 1409 Marcellina, in Torrance. Mr. Post has demonstrated an uncanny ability to meet the insurance needs of his clientele with complete coverage at the lowest possible premium rate.

James Post Co. represents a full line of blue chip insurance houses and handles insurance exclusively for every business or personal need. All programs outlined by James Post are tailored to meet the requirement of the individual and are outlined only after exhaustive research of the financial responsibility and type of coverage needed.

Clients consider James Post an outstanding agent and broker and appreciate the painstaking care he shows in planning their insurance program. Adjustments, in cases of claim, are just as expeditiously and efficiently handled as in the formulation of the coverage and this has won glowing praise for his firm. It is this type of service that marks the difference between insurance people that leads to their success or failure and in the case of James Post his success has been proven throughout his years in the insurance business.

## JIMMIE WEST PLUMBING CO. NOTED AS THE ONE TRIP PLUMBING FIRM

Noted as the one trip plumber, Jimmie West has been offering complete plumbing facilities from the same location ever since 1922. From the small one-man operation the Jimmie West Company has grown to the point where today he has a fleet of ten completely equipped and radio-controlled service trucks operating on a 24-hour basis.

Although the West Plumbing Company does extensive contracting work on new installations they are more favorably known for their emergency repairs, bathroom remodeling, heating and refrigeration repairs. The shop at 25602 Narbonne in Lomita has a complete stock of such brand name water heaters as Hoyt, Day and Night, Rheem, Pioneer and Mission. Swimming pool heaters are also serviced and installed by this firm.

Jimmie West Plumbing Company, in gaining the reputation as being a one-trip plumbing firm, has materially lowered the cost of repair jobs and is continually striving to keep service calls for the owner at a minimum. However, the firm is aware of the national trend to the do-it-yourself program and so offers residents a complete selection of plumbing supplies and will even go so far as to give valuable advice to the novice who is trying to deflect his own installation and repairs.

## Torrance Flower Shop Creative Florists Serving This Area

"Say It With Flowers" is a national slogan. The people of Torrance and vicinity have a special reason to make it their slogan for few areas have a floral establishment so well fitted to make the floral message all that it should be as Torrance Flower Shop, located at 1400 Cravens Ave., in Torrance. No matter what the occasion, and there are many, this popular shop is ready to fill the need.

To the true florist the artistic arrangement of flowers is a pleasure. No one could take more care and interest in their work than Johnny Johnson who operates Torrance Flower Shop for the love of the work as well as material reward. With over 30 years of flower artistry and serving the entire Harbor Area, Torrance Flower Shop employees have the ability to make up every wreath, corsage, bouquet, and basket of flowers so that each blossom will show up to its best advantage.

In addition to flowers, you will find here potted plants, a splendid selection of pottery, vases and gift items. For the added convenience of their many customers they also offer free delivery in the area and can send flowers by wire. Whatever the floral need, Torrance Flower Shop offers a fine selection and they are to be complimented as well on the display of true artistry in all the floral creations turned out by the firm.

## TORRANCE LAUNDRY & DRY CLEANING SERVES AREA NEEDS

A firm which is continuing to grow with Torrance and today enjoys an enviable reputation among residents here is Torrance Laundry and Dry Cleaning Co., with office and plant at 1872 Carson, under the capable direction of Robert Rojo.

It is an established fact that a properly cleaned garment will wear longer, for the processes used enliven the fabric and thus make it more wear resistant. It is true, then, that garments cleaned by progressive Torrance Cleaners and Laundry will not only look better but will actually wear longer than clothing improperly handled. To augment their regular cleaning and laundry service the firm also does drapery, curtain and blanket cleaning.

This reliable establishment is noted for the quality of the work done on all types of fabrics from the most delicate dresses to the most serviceable of materials.

The overall excellence of their work has won the firm a well deserved patronage throughout the Torrance and Harbor Area among people who care for the past 40 years. In addition, a 2-hour service at no extra charge is also available. If you are not already acquainted with their fine work, stop by their plant or give them a call at FA 8-4446 for free pick up and delivery the next time you need a reliable and complete cleaning and laundry service.

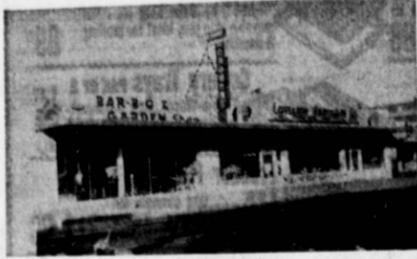
## GOOD REPUTATION GAINED BY TORRANCE SHEET METAL FIRM

A reliable firm serving this area which has earned a reputation for dependability and expert workmanship for over 30 years is Torrance Sheet Metal. Located at 1401 Border in Torrance, the concern is a leader in the residential, commercial, industrial and general sheet metal fields.

Mr. J. M. Pace, owner of the firm, is a recognized expert in his field and employs only competent, experienced men. In addition, he has equipped his shop with all the necessary tools and modern equipment to turn out superior work quickly and efficiently. Realizing that quality of materials is as important as workmanship if the final job is to be completely satisfactory, the shop uses the finest sheet metal available and the most suitable type for each job whether it be steel, aluminum, copper, stainless steel or monel.

## LOVELADY HARDWARE CO. CENTER FOR DO-IT-YOURSELF ENTHUSIASTS

With the accent more and more on a "Do It Yourself" program around the home, Torrance residents have been patronizing Lovelady's Hardware Company in increasing numbers. The average resident of Torrance has found this store at 1967 Carson in Torrance, to carry a comprehensive



stock of top quality hardware items at very reasonable prices.

Included in their stock are tools, electric and plumbing supplies, Fuller and Kem-Tone paints, garden equipment, aluminum screens, aluminum screen doors and a selection of housewares, appliances and gifts. No matter whether it is an electrician, plumber or a person with a green thumb, he will find the necessary aid to facilitate his job in the Lovelady Hardware Store.

Known as Torrance's only self service hardware store, Lovelady Hardware for the past 29 years has built a large following among residents who

look upon the store as their complete hardware shopping center. Local residents know that reliability and integrity is in back of each transaction and that they are dealing with an institution that's vitally interested in the continued development and progress of Torrance as a whole.

Lovelady Hardware Company, under the proficient guidance of Mr. Wayne and Vern Lovelady, owners, stands ready to serve the area with a complete line of hardware and housewares and is a firm well worthy of the high position they enjoy as a leading retail establishment.

## WILMINGTON MUTUAL SAVINGS & LOAN BUILDS MOST BRILLIANT REPUTATION

As the area itself has prospered and grown, so has Wilmington Mutual Savings & Loan Association forged ahead, adding each year greater prestige to its established record and brilliant reputation. Today this financial institution at 1000 North Avalon Blvd., in Wilmington is looked upon as an integral part of our continued growth and expansion, and is highly regarded as a mainstay of our economic stability.

Dedicated to the encouragement of thrift and home ownership, Wilmington Mutual Savings & Loan Association contributes in a dual way to the healthy growth and development of this entire area as well as to the financial well-being of the residents. Savings accounts, whether large or small, are invited, earning liberal dividends and are insured up to \$10,000 by the Federal Savings & Loan Insurance Corporation.

Their home loan service is designed to encourage home ownership and home improvement. Officers of Wilmington Mutual Savings & Loan Association are always happy to help work out a sound financing plan to aid in the buying or building of a home or for remodeling or repairs. The prompt service and liberal terms available have helped many people achieve the goal of owning their own home.

## CHIROPRACTIC DOCTOR DALE H. WRIGHT PROFESSIONAL LEADER IN AREA

Doctor Dale H. Wright, chiropractor, located at 1746 Martina Ave., in Torrance, ranks high among the professional leaders in the area.

Chiropractic has made a remarkable record in removing causes of chronic diseases that methods of treatment. In cases of acute disorders this success is even more marked because the recuperative powers have not been weakened through long illness and in these cases the results are usually prompt and certain.

Sickness comes either through violation of nature's own laws or through interference with nature's ways of keeping the body in perfect condition. If there is the slightest interference with the nerve communication center there will be disorder in the particular organ supplied by the obstructed nerve.

The work of the chiropractor is to correct displacements found in the spinal column. This is done by adjusting with the bare hands which in time returns the vertebral segments to their normal position and releases the pressure on the nerves affected. When such adjustments are completed and the cause of disorder removed, health is quickly restored.

Satisfaction has been expressed by the patients of Doctor Dale H. Wright during the years his practice has been conducted here in Torrance. His high standing in the chiropractic field constitutes a well merited tribute to the method of treatment and points him to even greater success.

equally adept whether the job was for guttering, downspouts, sinks, awnings, hood, a metal roof or some other specialized fabricating job. Their work on ducts for air conditioning, heating or ventilating is unsurpassed. Whatever the need in sheet metal fabricating, a call to Torrance Sheet Metal at FA 8-3215 will guarantee a satisfactory job at a fair price.

## Motorcycles Gain In Popularity As Rapid Transit Means

From an expensive plaything to a utilitarian means of fast and efficient transportation is the long stride made by the motorcycle in a short span of years and during this transition the famed Honda has forged to the forefront.

Honda, as well as other leading makes of motorcycles are sold and serviced in the South Bay area by Charles and Willie Hockie at 22025 South Figueroa here in Torrance. Hockie's Motorcycle Parts and Service has built a reputation for fair dealing and a service policy that keeps his shop operating at full capacity at all times.

This leading line of cycles is used by many businesses where fast delivery service is necessary and where operating cost is a factor. Many fast deliveries of small low cost items are being made by motorcycle; by the top concerns of Southern California, rather than by the usual method of light trucks, making it possible for delivery service to be maintained at a substantial reduced cost to the customer. Then, too, there is the growing list of people who find this means of transportation the most rapid and economical to and from their jobs.

Basically the Honda has been known as the most popular machine for sports and recreation and it continues to be widely accepted by this latter group as their favorite. Charles and Willie Hockie have done much to foster this idea and Hockie's Motorcycle Parts and Service Shop is the mecca for motorcycling enthusiasts from all of Southern California.

We are glad therefore of the opportunity to single out Charles and Willie Hockie and the firm bearing their name for public tribute and to wish for their continued success.

## Torrance Plumbing Co. Rated Highly for Splendid Service

One of the well established firms in the local plumbing and heating field is Torrance Plumbing Company, at 1418 Marcellina Ave., in Torrance. Under the proficient direction of J. Parke Montague, owner, this firm has gained an excellent reputation for fine service.

Plumbing and heating are precise trades which require years of study combined with practical experience. Mr. Montague is conversant with every phase of these exacting trades. His firm's leadership is amply attested to by the fact that they have been called upon to execute some of the more difficult contracts in this area.

Realizing that customer satisfaction depends upon the quality of materials as well as excellence of workmanship, Torrance Plumbing carries in stock a complete line of quality fixtures and appliances for immediate installation. Famous nationally known brands are carried by the firm and this combination of top brand materials and unexcelled workmanship has won for Torrance Plumbing an enviable place among local service firms. A call to FA 8-2654 will bring prompt efficient 24-hour service.

## SALUTE THE LEADERS!

In this issue of the Torrance Herald are presented a number of historical and biographical articles written in an honest endeavor to point out what is considered to be the leading business and professional interests serving the Torrance area. Although the articles are presented in news form, it should be mentioned that the editorial staff of the Herald had nothing to do with their compilation, and these are commercial statements.

Editorial Syndicate Service acted as representatives of the Herald in writing the articles objectively and candidly. In no instance did a person write of himself or his business and throughout the theme has been directed at showing readers of the Herald those business firms who have manifested interest in Torrance and surrounding Harbor area. Each sketch, as presented, is aimed at giving a word picture of meritorious concerns and individuals in Torrance. They are leaders . . . all who have shared in the progress and growth of Torrance.

## DANDOY GLASS SUPPLY CENTER IN HARBOR AREA SINCE 1948

Among the foremost local firms dealing in glass products stands Dandoy Glass Company at 23406 Arlington in Torrance. Since its business inception in 1948 this concern has kept pace with the development of the area and today is a leading source of glass for many purposes, including plate glass, window glass, desk and furniture tops, glass shelves, auto glass, foreign car windshields and sliding doors and windows. Dandoy Glass Company is also well known for their outstanding mirror work. They manufacture superb mirrors to the customer's specification.

Handling this large line of flat glass products in quantity enables Dandoy Glass Company to sell at prices more reasonable than a store carrying glass only as a sideline. All equipment is on hand in their plant for the cutting of glass to any size and the men in charge of this department have a thorough knowledge of their business. Grinding, polishing and fitting of glass is done quickly and expertly whether the job is new installation or replacement work.

This glass company, under the active direction of Dale Dandoy, has done a splendid job of building through service the reputation and wide clientele the firm enjoys today. They strive through quality of materials as well as unexcelled service and competitive prices to maintain their position as glass headquarters serving this vicinity.

## TORRANCE RADIATOR SERVICE RATED HIGHLY IN AREA

Howard Milstein has given Torrance one of the finest services of its type in the operation of his Torrance Radiator Shop located in a new building at 1601 W. Carson, one block east of Western. Established in 1954, the firm is staffed by highly skilled mechanics who are specialists in the radiator business for cars and trucks. Repairing, cleaning, recoring and inspection are among the many useful services they perform, all with guaranteed workmanship.

The radiator of an automobile is one of the most easily overlooked, yet one of the most essential elements conducive to efficient operation of the car itself. All too frequently, attention is overlooked until serious damage has been caused. Especially is this true at this time of the year when a radiator malfunction can cause serious over-heating which often results in a cracked motor block.

As in any type of business, it pays to go to the experts for specialized work. At Torrance Radiator Service residents and industrial firms of this area have found that they can safely entrust the work to these mechanics, safe in the knowledge that Howard Milstein will guarantee that the work will be properly and quickly performed. To augment their radiator service, the firm is an authorized dealer for the sales and service of the famous Novi-Air Conditioner.

A one-day service is offered and free pick-up and delivery is available by calling FA 8-1702. A member of the Independent Garage Owners Association, Howard Milstein is to be commended for the exceptional service afforded to the motorists of this area.

## SECURITY FIRST NAT'L BANK BUILDS RECORD PUBLIC SERVICE

As the area itself has prospered and grown, so has Security First National Bank forged ahead, adding each year greater prestige to its established record and brilliant reputation. Today the financial institution at 1347 El Prado in Torrance is looked upon as an integral part of our continued growth and expansion and is highly regarded as a mainstay of our economic stability.

At Security First National Bank, one may deposit in a regular checking account or in the savings department which is one of the most widely patronized in the area. Through the loan department of this financial institution many of the local people have been able to further their business enterprise so that they in turn could contribute to the general advance of the community. Loans, however, are not confined to business or real property transactions as funds are available for personal loans and chattel mortgages. Other departments of Security First National Bank handle cashiers and travelers checks, money orders, safe deposit boxes, escrow facilities and trust deed department.

Their sparkling new bank building is a credit to the community it serves and seems to this writer to be architecturally perfect from the deposit windows to the attractive transaction counters. Although local in scope, Security First National Bank boasts the most modern equipment utilized in banking today and, as a member of the Federal Deposit Insurance Corporation, they insure each account up to \$10,000.

Success of Security First National Bank of Torrance could not have been attained without sound leadership and in this regard we single out manager H. P. Atherton, Jr., whose many friends and clients refer to him as Buck. During his tenure, Buck Atherton has demonstrated a rare ability to progress with the community and to adapt the policies of the bank with changing times, thus aiding Torrance's growth and progress.

## QUINN'S DAIRY SERVING SOUTH BAY AREA SINCE 1929

Rated highly by the public they serve, Quinn's Dairy has gained an enviable reputation as being Torrance's most progressive and forward looking firm distributing top quality milk and dairy products throughout this area. Established in 1929, this firm, starting with a small beginning, has grown with the times until they have a staff of 26 employees who contribute to the economic balance of our community.

Milk and other dairy products of Quinn's Dairy are rich in butterfat content and nutritious food elements and are handled under the most sanitary conditions. All products are distributed both retail and wholesale. As an added service to local residents a drive-in depot is operated at the plant at 4016 Del Amo Blvd., just one block west of Hawthorne Blvd. in Torrance.

A prime advantage of Quinn's Dairy is the close proximity of the dairy to its customers which assures that all milk and other dairy products will be delivered to the home or retail establishment within 12 hours after it has been processed. This makes for the freshest milk to be had anywhere in the South Bay area, and accounts for the steady growth of the firm during its 33 years of service.

Owned and operated by Mr. and Mrs. Lester R. Quinn and capably managed by their son, Bob, Quinn's Dairy has always been local in scope and continues to show a vital interest in our community, thus winning a wide host of enthusiastic friends and customers.